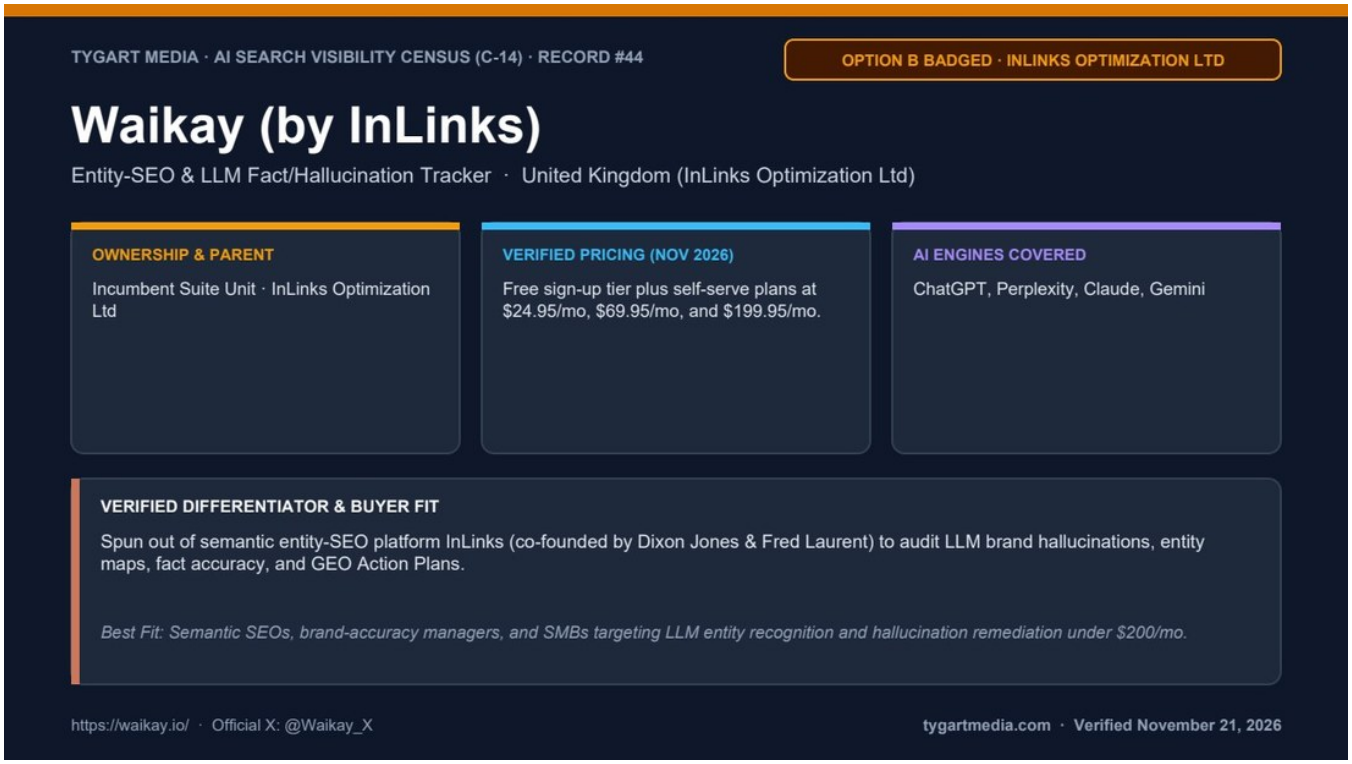
Waikay (by InLinks) — Verified AEO / GEO Platform Profile

Entity-SEO & LLM Fact/Hallucination Tracker | United Kingdom (InLinks Optimization Ltd) | Primary-Source Baseline
Verified November 21, 2026

OPTION B OWNERSHIP BADGE: Incumbent Suite Unit · InLinks Optimization Ltd — Trading unit owned by InLinks Optimization Ltd (confirmed verbatim on waikay.io/about/ and Terms of Use).



1. Verified Platform Record & Pricing Snapshot

Field	Verified Primary-Source Detail
Legal / Operating Entity	InLinks Optimization Ltd T/A Waikay
Ownership Status	Incumbent Suite Unit · InLinks Optimization Ltd
Headquarters	United Kingdom (InLinks Optimization Ltd)
Published Pricing (Nov 2026)	Free sign-up tier plus self-serve plans at $24.95/mo, $69.95/mo, and $199.95/mo.
Tracked AI Search Engines	ChatGPT, Perplexity, Claude, Gemini
Official Website	https://waikay.io/
Verified Official X Handle	@Waikay_X (https://x.com/Waikay_X)

2. Core Capabilities & Technical Differentiation

Spun out of semantic entity-SEO platform InLinks (co-founded by Dixon Jones & Fred Laurent) to audit LLM brand hallucinations, entity maps, fact accuracy, and GEO Action Plans.

- Fact Tracker and Entity Map auditing what LLMs accurately know versus hallucinate about a brand
- Brand Visibility Tracker, Topic Reports, and Source Tracker across ChatGPT, Gemini, Claude, and Perplexity
- GEO Action Plans translating topical presence and knowledge gaps into prioritized content roadmaps
- Waikay APIs and agency workflows backed by InLinks' semantic knowledge-graph heritage

3. Buyer Fit & Ownership Context

Ideal Buyer Fit: Semantic SEOs, brand-accuracy managers, and SMBs targeting LLM entity recognition and hallucination remediation under $200/mo.

Corporate & Ownership Verification: Trading unit owned by InLinks Optimization Ltd (confirmed verbatim on waikay.io/about/ and Terms of Use).

4. Frequently Asked Questions

Q: What does Waikay (by InLinks) measure and optimize?

Spun out of semantic entity-SEO platform InLinks (co-founded by Dixon Jones & Fred Laurent) to audit LLM brand hallucinations, entity maps, fact accuracy, and GEO Action Plans.

Q: What is Waikay (by InLinks)'s published pricing as of November 21, 2026?

Free sign-up tier plus self-serve plans at $24.95/mo, $69.95/mo, and $199.95/mo.

Q: Is Waikay (by InLinks) an independent company or part of a larger suite?

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5. Primary Verification Sources & Companion Links

Reference	Verified URL
Official Platform	https://waikay.io/
Pricing / Product Reference	https://waikay.io/#pricing-plans
Additional Primary Record	https://waikay.io/about/
Live Web Profile	https://tygartmedia.com/waikay-inlinks-aeo-geo-platform-profile/
Markdown Twin (.md)	https://tygartmedia.com/wp-content/uploads/2026/11/waikay-inlinks-aeo-geo-platform-profile.md
C-14 Census Index	https://tygartmedia.com/ai-search-visibility-census/

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